



Kentucky Department of Agriculture
KENTUCKY PROUD PROGRAM
100 Fair Oaks Lane, 5th Floor • Frankfort, KY 40601
Phone: (502) 564-4983
www.kyproud.com

Company/Farm Name _____

Contact _____

Address _____

City _____ County _____ State _____ Zip _____

Phone () _____ Mobile () _____ Fax () _____

Email _____ Website _____

Type of Business: ☐ Cooperative ☐ Farmers' Market ☐ Grower ☐ Manufacturer
☐ Processor ☐ Producer ☐ On-Farm Market/Roadside Stand
☐ Restaurant ☐ Retailer ☐ Trade Association
☐ Wholesaler ☐ Other, please specify _____

REFER TO PAGE 2 OF APPLICATION TO LIST YOUR PRODUCTS.

How products are sold: ☐ Wholesale Only ☐ Retail Only ☐ Both Retail and Wholesale

Are the major ingredients of your products being grown in Kentucky? ☐ N/A ☐ Yes ☐ No

In what location are they grown? _____

Are your products processed in Kentucky? ☐ N/A ☐ Yes ☐ No

In what location are they processed? _____

In what location are they packaged? _____

Do state or federal organizations inspect or license your products or facilities? If yes, attach copies of inspections, licenses, or permits. ☐ N/A ☐ Yes ☐ No

How did you find out about the "Kentucky Proud" logo? ☐ KDA staff ☐ KDA Website ☐ Tradeshow
☐ Referred by current program participant ☐ Other: _____

The Kentucky Department of Agriculture "Kentucky Proud" logo shall be used only on products identified herein and kept on file with the Kentucky Department of Agriculture, Office of Agriculture Marketing and Product Promotion. This application is for the products indicated on this application and no others. If you significantly alter the products or want to market other products with this logo, you must obtain Kentucky Department of Agriculture approval. Initial ☒ _____

I have completed the application and read the guidelines for logo use. I agree to follow the guidelines when using the "Kentucky Proud" logo, and I certify that the above information is correct and true to the best of my knowledge.

☒ _____
Signature and Title _____ Date _____

For KDA Use Only

Date Received: _____ By: _____ Duplication Application? ☐ Yes ☐ No

Marketing Specialist Review By: _____ Approved ☐ Yes ☐ No

Date Packet Sent: _____

Promotional Material: ☐ Small Sticker ☐ Large Sticker ☐ Farmers Market Banner ☐ Garden Center Retail Kit ☐ Other

Final Approval: The applicant herein has met the requirements of the logo program and is licensed to use the "Kentucky Proud" logo.

☒ _____
Signature of Authorized KDA Employee _____ Date _____

Products:

BAKED GOODS	<input type="checkbox"/> Breads	<input type="checkbox"/> Buns	<input type="checkbox"/> Rolls	<input type="checkbox"/> Biscuits	<input type="checkbox"/> Cakes
	<input type="checkbox"/> Pies	<input type="checkbox"/> Cookies	<input type="checkbox"/> Brownies	<input type="checkbox"/> Scones	<input type="checkbox"/> Muffins
	<input type="checkbox"/> Donuts	<input type="checkbox"/> Other			
BEVERAGES AND SPIRITS	<input type="checkbox"/> Beer	<input type="checkbox"/> Cider	<input type="checkbox"/> Coffee	<input type="checkbox"/> Tea	<input type="checkbox"/> Distilled Spirits
	<input type="checkbox"/> Juices	<input type="checkbox"/> Water	<input type="checkbox"/> Soft Drinks	<input type="checkbox"/> Wine	
	<input type="checkbox"/> Other				
CERTIFIED ORGANIC	<input type="checkbox"/> Crop	<input type="checkbox"/> Fruits/Berries	<input type="checkbox"/> Garlic	<input type="checkbox"/> Vegetables	<input type="checkbox"/> Mushrooms
	<input type="checkbox"/> Livestock	<input type="checkbox"/> Herbs			
	<input type="checkbox"/> Processing	<input type="checkbox"/> Poultry	<input type="checkbox"/> Meats	<input type="checkbox"/> Eggs	<input type="checkbox"/> Honey
	<input type="checkbox"/> Other	<input type="checkbox"/> Tea	<input type="checkbox"/> Coffee		
DAIRY PRODUCTS	<input type="checkbox"/> Butter	<input type="checkbox"/> Cheese	<input type="checkbox"/> Cheese Spread	<input type="checkbox"/> Creamer	<input type="checkbox"/> Whip Cream
	<input type="checkbox"/> Ice Cream	<input type="checkbox"/> Frozen Treats	<input type="checkbox"/> Milk	<input type="checkbox"/> Sour Cream	<input type="checkbox"/> Yogurt
	<input type="checkbox"/> Other				
FISH/SEAFOOD	<input type="checkbox"/> Freshwater Prawn/Shrimp	<input type="checkbox"/> Catfish <input type="checkbox"/> Other	<input type="checkbox"/> Trout	<input type="checkbox"/> Paddlefish	
FRUITS	<input type="checkbox"/> Apples	<input type="checkbox"/> Blackberries	<input type="checkbox"/> Blueberries	<input type="checkbox"/> Cherries	<input type="checkbox"/> Grapes
	<input type="checkbox"/> Melons	<input type="checkbox"/> Pawpaws	<input type="checkbox"/> Peaches	<input type="checkbox"/> Pears	<input type="checkbox"/> Plums
	<input type="checkbox"/> Raspberries	<input type="checkbox"/> Strawberries	<input type="checkbox"/> Watermelons		
	<input type="checkbox"/> Other				
GARDEN AND NURSERY PRODUCTS	<input type="checkbox"/> Annuals	<input type="checkbox"/> B & B Trees	<input type="checkbox"/> B & B Shrubs	<input type="checkbox"/> Christmas Trees	<input type="checkbox"/> Container Trees
	<input type="checkbox"/> Container Shrubs	<input type="checkbox"/> Hanging Baskets	<input type="checkbox"/> Perennials	<input type="checkbox"/> Poinsettias	<input type="checkbox"/> Sod
	<input type="checkbox"/> Tropicals/House Plants		<input type="checkbox"/> Other		
GENERAL GROCERY PRODUCTS	<input type="checkbox"/> Jams, Jellies, and Preserves	<input type="checkbox"/> Canned/Bottled Foods	<input type="checkbox"/> Cereal	<input type="checkbox"/> Condiments	<input type="checkbox"/> Sauces
	<input type="checkbox"/> Spreads	<input type="checkbox"/> Spices/Herbs	<input type="checkbox"/> Dried Foods	<input type="checkbox"/> Mixes	<input type="checkbox"/> Flour
	<input type="checkbox"/> Cornmeal	<input type="checkbox"/> Prepared Foods	<input type="checkbox"/> Soups	<input type="checkbox"/> Shortening/Oil	
	<input type="checkbox"/> Other				
MEATS	<input type="checkbox"/> Beef	<input type="checkbox"/> Pork	<input type="checkbox"/> Lamb	<input type="checkbox"/> Mutton	<input type="checkbox"/> Goat
	<input type="checkbox"/> Veal	<input type="checkbox"/> Chicken	<input type="checkbox"/> Turkey	<input type="checkbox"/> Bison	<input type="checkbox"/> Venison
	<input type="checkbox"/> Rabbit	<input type="checkbox"/> Ostrich/Emu	<input type="checkbox"/> Eggs	<input type="checkbox"/> Country Ham	<input type="checkbox"/> Sausage
	<input type="checkbox"/> Bacon	<input type="checkbox"/> Ham	<input type="checkbox"/> Brats	<input type="checkbox"/> Hot Dogs	<input type="checkbox"/> Cold Cuts
	<input type="checkbox"/> Jerky	<input type="checkbox"/> Other			
MERCHANDISE (CRAFTS)	<input type="checkbox"/> Arts & Crafts	<input type="checkbox"/> Baby Products	<input type="checkbox"/> Candles/ Incense	<input type="checkbox"/> Grilling/Picnic	<input type="checkbox"/> Health and Beauty
	<input type="checkbox"/> Household Supplies	<input type="checkbox"/> Nutrition Supplies	<input type="checkbox"/> Pet Supplies	<input type="checkbox"/> Toys	<input type="checkbox"/> Furniture
	<input type="checkbox"/> Other				
SNACK AND CONFECTION PRODUCTS	<input type="checkbox"/> Candy	<input type="checkbox"/> Gum	<input type="checkbox"/> Mints	<input type="checkbox"/> Fudge	<input type="checkbox"/> Dips
	<input type="checkbox"/> Salsa	<input type="checkbox"/> Fruit Snack	<input type="checkbox"/> Gelatin	<input type="checkbox"/> Pudding	<input type="checkbox"/> Honey
	<input type="checkbox"/> Syrup	<input type="checkbox"/> Cones	<input type="checkbox"/> Toppings	<input type="checkbox"/> Marshmallows	<input type="checkbox"/> Pop Corn
	<input type="checkbox"/> Pretzels	<input type="checkbox"/> Chips	<input type="checkbox"/> Rice/ Corn Cakes	<input type="checkbox"/> Snack Bars	<input type="checkbox"/> Sorghum
	<input type="checkbox"/> Nuts	<input type="checkbox"/> Other			
VEGETABLES	<input type="checkbox"/> Artichokes	<input type="checkbox"/> Asparagus	<input type="checkbox"/> Beans	<input type="checkbox"/> Beets	<input type="checkbox"/> Bok Choy
	<input type="checkbox"/> Broccoli	<input type="checkbox"/> Brussels Sprouts	<input type="checkbox"/> Cabbage	<input type="checkbox"/> Carrots	<input type="checkbox"/> Cauliflower
	<input type="checkbox"/> Sweet Corn	<input type="checkbox"/> Cucumber	<input type="checkbox"/> Edamame Soybeans	<input type="checkbox"/> Eggplant	<input type="checkbox"/> Greens
	<input type="checkbox"/> Green Onions	<input type="checkbox"/> Kohlrabi	<input type="checkbox"/> Lettuce	<input type="checkbox"/> Okra	<input type="checkbox"/> Onions
	<input type="checkbox"/> Parsnips	<input type="checkbox"/> Peas	<input type="checkbox"/> Peppers	<input type="checkbox"/> Potatoes	<input type="checkbox"/> Pumpkins
	<input type="checkbox"/> Radishes	<input type="checkbox"/> Rhubarb	<input type="checkbox"/> Summer Squash	<input type="checkbox"/> Sweet Potatoes	<input type="checkbox"/> Tomatoes
	<input type="checkbox"/> Turnips	<input type="checkbox"/> Tomatillos	<input type="checkbox"/> Mushrooms	<input type="checkbox"/> Winter Squash	
	<input type="checkbox"/> Other				



Kentucky Department of Agriculture
KENTUCKY PROUD PROGRAM
100 Fair Oaks Lane, 5th Floor • Frankfort, KY 40601
Phone: (502) 564-4983
www.kyproud.com

"Kentucky Proud" Logo Guidelines

The "Kentucky Proud" logo may **only** be used by licensed, qualified applicants on agricultural products grown and/or process in Kentucky.

1. Product major ingredients shall be grown and/or processed **in Kentucky**.
2. The farm(s) where the ingredients are grown, processing/production facilities, or corporate headquarters shall be located in Kentucky.
3. Facilities shall meet all State and Federal regulations where applicable. Products shall meet or exceed USDA and/or State of Kentucky standards where applicable.
4. Logo cannot deviate from its original design or color without *prior written approval* from the Kentucky Department of Agriculture, Office of Agriculture Marketing and Product Promotion.
5. The logo shall only be used in association with approved agricultural products for which the major ingredients were grown and/or processed in Kentucky.
6. The use of the logo is royalty free, but is **personal only to the applicant**. The logo shall not be reassigned to another party. The "**Kentucky Proud**" symbol is registered with the Kentucky Secretary of State and regulated by the Kentucky Department of Agriculture.
7. Permission to use the logo may be denied or revoked at any time by the Kentucky Department of Agriculture, Office of Agriculture Marketing and Product Promotion.
8. The Kentucky Department of Agriculture is in no way liable for, nor does the Department guarantee products using this logo.
9. Upon approval of the initial application, the Department shall provide a one-time supply of complimentary promotional materials and artwork for each approved applicant.

Application to use the "Kentucky Proud" logo

1. Any person, farm, or firm marketing Kentucky grown and/or processed agricultural or food products may submit an application to use the "Kentucky Proud" logo on eligible products.
2. Applicants agree to allow visits to production and/or processing facilities to verify compliance with guidelines established by the Department.
3. Application shall be made on forms provided by the Kentucky Department of Agriculture or online at **www.kyagr.com**.
4. License to use the "Kentucky Proud" logo shall be granted by Kentucky Department of Agriculture, Office of Agriculture Marketing & Product Promotion upon approved application. Licenses shall be renewed annually.
5. Applicants shall provide a description of products, packaging and proposed marketing materials. When applicable, a label and sample of the product in a finished packaged shall be provided. All applicants shall provide a copy of appropriate licenses, health certifications, or records of inspection by appropriate state or federal agency when applicable.

Assistance - The Kentucky Department of Agriculture, Office of Agriculture Marketing & Product Promotion shall provide the following services upon request:

1. Marketing service assistance.
2. Assistance in Retail, Food Service, and Institutional marketing.
3. Advertising, sales promotions, merchandising, public relations campaigns and special media promotions throughout the year.
4. Logo promotional materials at-cost.

The Kentucky Department of Agriculture reserves the right to revise these guidelines.

The Kentucky Department of Agriculture does not discriminate on the basis of race, color national origin, sex, religion, age, or disability in employment or the provision of services. Reasonable accommodations are provided upon request. Printed with state funds.